

John Peirick

From: [REDACTED]
Sent: Wednesday, February 13, 2019 11:31 AM
To: John Peirick
Cc: [REDACTED]
Subject: Re:

Good Morning Lt Peirick,

Thanks for reaching out and I would be happy to help your department out with getting access to our Law Enforcement Portal. I have CC'd [REDACTED] on this email who will set up a webinar meeting with you on how this platform works in full.

[REDACTED] - I met Lt Peirick at the Indiana Chiefs of Police event back in January, can you please reach out to setup a webinar meeting to present the Portal?

Thanks

On Tue, Feb 12, 2019 at 3:20 PM John Peirick <jpeirick@munster.org> wrote:

[REDACTED]

I would like to get my investigations division started with Ring. I met you at the Chief's Conference in Indy. thanks

Lt. John Peirick

Patrol Division Commander

Munster Police Department

1001 Ridge Road

Munster, IN 46321

219-836-6656 Desk

219-836-8134 Fax


Neighborhood's Training Manager

ring



Reducing Crime in Newark NJ: Newark Protect Project

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

From: [REDACTED]
Sent: Wednesday, February 13, 2019 12:18 PM
To: [REDACTED]
Cc: John Peirick
Subject: Re:

Lieutenant Peirick,

Thank you for your interest in Ring Neighbors Portal. Please allow me to present the Portal to you and your team in the form of a webinar. I will share a booking link in a separate email. Please feel free to call or email me if you have any questions.

Sincerely,

ring

1822 Street, Seattle, WA 98144

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
 Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
 LA Times: [Ring modernized the doorbell, then went to war against crime](#)
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On Wed, Feb 13, 2019 at 12:31 pM [REDACTED] wrote:
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[REDACTED]

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LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

John Peirick

From: [REDACTED]
Sent: Tuesday, February 19, 2019 12:30 PM
To: John Peirick
Subject: Ring Neighbors Portal

Lieutenant Peirick,

Thank you for your interest in the Ring Neighbors Portal. We would love to share information on the program through a webinar, as per your convenience and availability. Please have a look at the link below and book a time that works for you.

Booking Link: [http://\[REDACTED\]](#)

The webinar shouldn't take more than an hour. While we encourage the participation of as many officers as are interested, the presence of the following personnel would be essential to ensure optimal engagement:

- Primary Point of Contact
- Public Information Officer
- Investigative - CID/Crime/Property Crime
- Community Outreach Officer

Please feel free to call or email me if you have any questions. Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

[REDACTED]
Territory Manager | Growth Strategy | Ring
[REDACTED]

ring

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell

John Peirick

From: [REDACTED]
Sent: Tuesday, February 19, 2019 1:35 PM
To: John Peirick
Subject: Ring Neighbors Portal - Scheduled Webinar

Follow Up Flag: Follow up
Flag Status: Flagged

Good day John,

Thank you for booking your appointment on Friday, March 1, 2019.

Here are the details for our call:

Booking starts: Friday, March 1, 2019 2:00 PM (US/Central)

Duration: 2 hours

Please join this call through your computer for a webinar presentation with the attached link below.

[https://\[REDACTED\]](https://[REDACTED])

Please have the department's PIO attend this meeting. Please feel free to forward this invitation to anyone in the department who may benefit from a better understanding on how Ring works with Law Enforcement to reduce crime in communities.

Prior to the meeting, attendees are encouraged to download the free "Neighbors by Ring" app (IOS & Android).

My details:

[REDACTED]

Ring

[REDACTED]

[REDACTED]

If this event hasn't been added to your calendar automatically, you can add it using these links:

[ADD TO GOOGLE](#) [ADD TO OFFICE 365](#) [DOWNLOAD CALENDAR INVITE](#)

[Click here to cancel this booking](#)

[Click here to reschedule this booking](#)



Powered for FREE by YouCanBook.me - [Sign up](#)

[Unsubscribe from these emails](#)

John Peirick

From: [REDACTED]
Sent: Friday, March 01, 2019 4:51 PM
To: John Peirick
Cc: [REDACTED]
Subject: Ring MOU - Munster Police Department, IN
Attachments: Ring MOU - Munster Police Department, IN.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Lieutenant Peirick,

Thank you for arranging our meeting to learn about Ring's approach to reducing crime in communities.

An overview of our program:

Our platform combines the deterrent value of a visible security system (devices) with the power of an actively engaged community (via a free app) to reduce criminal activity and to help solve open investigations.

Neighbors Portal is Law Enforcement's access to our platform. Portal highlights include:

1. No Cost - Neighbors Portal is free to Law Enforcement.
2. Community Engagement - Law Enforcement's ability to join the conversation (about posted video or in response to posted comments).
3. Alerts - You may post alerts which are highly relevant (proximity) to the recipient.
4. Video Request - You may request video from Ring device owners relevant to active investigations.

As you review the attached MOU, or if others will be charged with this task, please feel free to contact me at any time. My cell number [REDACTED] Once we receive the signed copy of the MOU, we can move forward with the on-boarding.

In the case where the MOU may need to go before City Council, we want to be sure to provide the proper support in advance. When you get a chance, could you please share the timeline and general information about what is typically involved in the Council process?

While the process with each Council may vary, we understand that press coverage is likely to result once a MOU is presented for consideration. In consideration of the foregoing, I'd like to introduce our Public Relations Coordinator [REDACTED] (CC'd). [REDACTED] works with PIOs, or equivalent, as we launch our law enforcement partnerships and can provide the information and materials needed, based on your particular Council timeline and process.

Thank you again for meeting with me. I look forward to working with you and Munster Police Department.

Sincerely,

[REDACTED]
Territory Manager | Growth Strategy | Ring
[REDACTED]

ring
[REDACTED]

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell



Neighbors by Ring

Memorandum of Understanding

This agreement is entered into this _____ day of _____, 2019 by and between Ring LLC ("Ring") and Munster Police Department ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Munster's ("Town") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
 - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- Make the Neighbors App available to Town residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior

consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

RING LLC

Date: _____

By: _____

Name: _____

Title: _____

Agency

Date: _____

By: _____

Name: _____

Title: _____



Neighbors by Ring
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RING LLC

Date: _____

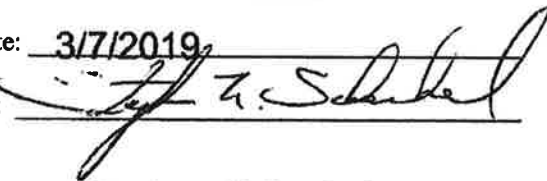
By: _____

Name: _____

Title: _____

Agency **Munster Police**

Date: 3/7/2019

By: _____

Name: Stephen Scheckel

Title: Chief of Police

John Peirick

From: [REDACTED]
Sent: Thursday, March 07, 2019 11:32 AM
To: John Peirick
Subject: Re: MOU

Lieutenant Peirick,

Thank you for your email. I have shared the MOU with our team. I'm going to get this processed and get a counter signature. Once that is complete, I'll make introductions to our account management team and we will have you on-boarded. This process should take approximately 3 weeks or less. Please feel free to call or email me if you have any questions.

Thank you for your time. We look forward to working with you as well!

Sincerely,

[REDACTED]
Territory Manager | Growth Strategy | Ring
[REDACTED]

ring

[REDACTED]

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Thu, Mar 7, 2019 at 7:07 AM John Peirick <jpeirick@munster.org> wrote:

[REDACTED]

Thanks for the introduction to Ring! We look forward to working with Ring.

Lt. John Peirick

Patrol Division Commander

Munster Police Department

1001 Ridge Road

Munster, IN 46321

219-836-6656 Desk

219-836-8134 Fax

John Peirick

From: [REDACTED]
Sent: Monday, March 11, 2019 2:15 PM
To: John Peirick [REDACTED]
Subject: Neighbors Portal by Ring: Onboarding for Munster Police Department, IN
Attachments: Ring MOU - Munster Police Department, IN.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Lieutenant Peirick,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Account Manager [REDACTED]

[REDACTED] brings extensive experience in the business and is well positioned to successfully onboard and work with you and Munster Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and [REDACTED]. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership
 - Name - Lieutenant John Peirick
 - Email - jpeirick@munster.org
- **Press/Media Coordinator** - typically the PIO who will coordinate the initial partnership announcement and ongoing PR
 - Name - Ed Strbjak
 - Email - TBD
- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc.
 - Name - TBD
 - Email - TBD
- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.
 - Name - TBD
 - Email - TBD

- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.

- Name - TBD
- Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. [REDACTED] could you please reach out to Lieutenant Peirick to identify a day and time that works for both of your schedules?

Thank you, to you both, for your time.

Sincerely,

[REDACTED]
Territory Manager | Growth Strategy | Ring

ring

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RING LLC

3/7/2019

Date: _____

By: _____

DocuSigned by:

369F1A1F19C3476...

Name: _____

Title: _____ Director of Operations

Agency **Munster Police**

Date: 3/7/2019

By: _____

Name: Stephen Scheckel

Title: Chief of Police

John Peirick

From: [REDACTED]
Sent: Monday, March 11, 2019 2:48 PM
To: [REDACTED]
Cc: John Peirick
Subject: Re: Neighbors Portal by Ring: Onboarding for Munster Police Department, IN

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks for the introduction [REDACTED]

Lt Peirick,

It's a pleasure to e-meet you and I look forward to working with you and the Munster Police Department. [REDACTED] mentioned I will be your Account Manager moving forward to providing your department best practices and tips on how to optimize the most of the Portal. Our next step is to schedule a 1 hour webinar onboarding with yourself and the key stakeholders.

When you can, can you please provide me with the names of the others who will be joining?

As for as the onboarding day, I currently have open Thursday, April 11th at 10 am EST or Monday, April 15th at 2 pm EST. Please let me know if one of these days and times works for you and the others.

I look forward to hearing from you!

On Mon, Mar 11, 2019 at 3:15 PM [REDACTED] wrote:
Lieutenant Peirick,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Account Manager [REDACTED]

Anthony brings extensive experience in the business and is well positioned to successfully onboard and work with you and Munster Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and [REDACTED]. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership
 - Name - Lieutenant John Peirick
 - Email - jpeirick@munster.org
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 - Name - Ed Strbjak
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 - Name - TBD
 - Email - TBD
- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.
 - Name - TBD
 - Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. [REDACTED] could you please reach out to Lieutenant Peirick to identify a day and time that works for both of your schedules?

Thank you, to you both, for your time.

Sincerely,

[REDACTED]

Territory Manager | Growth Strategy | Ring

[REDACTED]

ring

[REDACTED]

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Neighborhood's Account Manager

ring




Reducing Crime in Newark NJ: Newark Protect Project

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USA Today: Police say crime drops with video doorbell

John Peirick

From: [REDACTED]
Sent: Thursday, March 14, 2019 3:16 PM
To: John Peirick
Cc: [REDACTED]
Subject: Re: Neighbors Portal by Ring: Onboarding for Munster Police Department, IN

Hi Lt Peirick,

I just wanted to touch base and see if one of those days and times I provided will work for you and all the key stakeholders. Let me know if not, I will provide you some alternative dates that I have available.

Thanks!

On Mon, Mar 11, 2019 at 3:47 PM [REDACTED]

Thanks for the introduction [REDACTED]

Lt Peirick,

Its a pleasure to e-meet you and I look forward to working with you and the Munster Police Department. As [REDACTED] mentioned I will be your Account Manager moving forward to providing your department best practices and tips on how to optimize the most of the Portal. Our next step is to schedule a 1 hour webinar onboarding with yourself and the key stakeholders.

When you can, can you please provide me with the names of the others who will be joining?

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Thank you, to you both, for your time.

Sincerely,

[REDACTED]
Territory Manager | Growth Strategy | Ring

[REDACTED]

ring

[REDACTED]

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LA Times: Ring modernized the doorbell, then went to war against crime
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[REDACTED]

Neighborhood's Account Manager

ring

[REDACTED]


[REDACTED]

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[REDACTED]

Neighborhood's Account Manager

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John Peirick

From: [REDACTED]
Sent: Friday, March 15, 2019 2:50 PM
To: John Peirick
Subject: Re: Neighbors Portal by Ring: Onboarding for Munster Police Department, IN

Thanks John, I will wait to hear from you!

On Thu, Mar 14, 2019 at 4:49 PM John Peirick <jpeirick@munster.org> wrote:
I am out of town, I should be back tomorrow and I will check schedule and let you know.

Sent from my iPhone

On Mar 14, 2019, at 1:16 PM, [REDACTED] wrote:

Hi Lt Peirick,

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Lieutenant Peirick,

Please find the fully signed MOU agreement attached. Thank you for working with me through this process. Please allow me to introduce you to your Account Manager - [REDACTED]

[REDACTED] brings extensive experience in the business and is well positioned to successfully onboard and work with you and Munster Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and [REDACTED]. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership
 - Name - Lieutenant John Peirick
 - Email - jpeirick@munster.org
- **Press/Media Coordinator** - typically the PIO who will coordinate the initial partnership announcement and ongoing PR
 - Name - Ed Strbjak
 - Email - TBD
- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc
 - Name - TBD
 - Email - TBD
- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.
 - Name - TBD
 - Email - TBD
- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.
 - Name - TBD
 - Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. [REDACTED] could you please reach out to Lieutenant Peirick to identify a day and time that works for both of your schedules?

Thank you, to you both, for your time.

Sincerely,

[REDACTED]

Territory Manager | Growth Strategy | Ring

[REDACTED]



[REDACTED] Santa Monica, CA 90404

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

[REDACTED]

Neighborhood's Account Manager



[REDACTED]

[REDACTED]

Reducing Crime in Newark NJ: [Newark Protect Project](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

[REDACTED]
Neighborhood's Account Manager



Reducing Crime in Newark NJ: Newark Protect Project
Shark Tank: Shark Tank's Biggest Company (password: ring)
LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell

[REDACTED]
Neighborhood's Account Manager



Reducing Crime in Newark NJ: Newark Protect Project
Shark Tank: Shark Tank's Biggest Company (password: ring)
LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell

John Peirick

From: [REDACTED]
Sent: Wednesday, March 20, 2019 2:53 PM
To: John Peirick; Ed Strbjak; [REDACTED]
Subject: PR Intro + Materials - Munster PD (IN) Joins Neighbors

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Lt Peirick and Officer Strbjak

Now that we have our Remote Onboarding set for April, 11th at 10 AM EST, I wanted to introduce our PR Coordinator, [REDACTED] (cc'd) and send over our press packet of materials so we can begin to coordinate plans for the initial public announcement.

First announcement item to note is the In-App alert will be pushed out by Ring the day before your Remote Onboarding. This alert serves a simple heads-up to existing users on the Neighbors app in your jurisdiction to let them know once your Department has joined the conversation (see sample alert [here](#)).

In addition to the In-App alert, [REDACTED] will work with you to go over the press packet materials below and establish a target date to roll out a much broader public announcement to officially kick-off the partnership.

Press packet is available to view & download [by clicking here](#) and includes the following materials;

- **Press Release Template:** Ready for you to review and customize with a quote, suggested edits to content and to incorporate into official Department release format. Be sure to share your edits with [REDACTED] for a quick final review prior to distribution.
- **Sample Social Media Posts & In-App Alert:** Sample content to share across your existing social media platforms in tandem with the press release and In-App alert pushed by Ring to all local Neighbors app users.
- **Talking Points & Reactive Q&A:** Internal docs to prepare Dept. spokespeople to speak about the Neighbors app and our partnership with confidence and respond to commonly asked questions we have come to expect from the press and public.
- **Neighbors App Logo & Imagery:** High-res versions of the Neighbors app logo and other contextual images approved for use in press releases, social media posts and other public communications moving forward.

That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.
Best,

[REDACTED]
Partner Success Associate

ring

[REDACTED]
[REDACTED]
Reducing Crime in Newark NJ: Newark Protect Project
Shark Tank: Shark Tank's Biggest Company (password: ring)
LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell

From: [REDACTED]
Sent: Thursday, April 04, 2019 12:10 PM
To: John Peirick; Ed Strbjak; [REDACTED]
Subject: Re: PR Intro + Materials - Munster PD (IN) Joins Neighbors

Have you had the chance to review the PR packet I provided the other week and work on a draft at all? Ring will want to provide final approval before this is ever released to the public.

Partner Success Associate

ring

www.ring.com



Download the Neighbors App.
Join the new neighborhood watch.

On Wed, Mar 20, 2019 at 3:52 PM [REDACTED] wrote:
Hi Lt Peirick and Officer Strbjak

Now that we have our Remote Onboarding set for April, 11th at 10 AM EST, I wanted to introduce our PR Coordinator, [REDACTED] (cc'd) and send over our press packet of materials so we can begin to coordinate plans for the initial public announcement.

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That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.
Best,


[REDACTED]

[REDACTED]

Partner Success Associate

ring

[REDACTED] 5



Reducing Crime in Newark NJ: Newark Protect Project
Shark Tank: Shark Tank's Biggest Company (password: ring)
LA Times: Ring modernized the doorbell, then went to war against crime
USA Today: Police say crime drops with video doorbell

John Peirick

From: [REDACTED]
Sent: Tuesday, April 09, 2019 3:05 PM
To: John Peirick; Media; [REDACTED]
Subject: Re: PR Intro + Materials - Munster PD (IN) Joins Neighbors
Attachments: Ring.doc

Thank's Lt Peirick, CC'ing Rings PR team to review and approve!

[REDACTED]
Partner Success Associate
[REDACTED]

ring

[REDACTED]
www.ring.com



[Download the Neighbors App.](#)
Join the new neighborhood watch.

On Tue, Apr 9, 2019 at 3:23 PM John Peirick <jpeirick@munster.org> wrote:

Anthony

This is our draft.

Lt. John Peirick

Investigations Division Commander

Munster Police Department

1001 Ridge Road

Munster, IN 46321

219-836-6656 Desk

219-836-8134 Fax

From: [REDACTED]

Sent: Thursday, April 04, 2019 12:10 PM

To: John Peirick <jpeirick@munster.org>; Ed Strbjak <estrbjak@munster.org>; [REDACTED]

Subject: Re: PR Intro + Materials - Munster PD (IN) Joins Neighbors

Hi Lt Peirick and Officer Strbjak,

Have you had the chance to review the PR packet I provided the other week and work on a draft at all? Ring will want to provide final approval before this is ever released to the public.

Thanks!

[REDACTED]

Partner Success Associate

[REDACTED]

ring

[REDACTED]



Download the Neighbors App.
Join the new neighborhood watch.

On Wed, Mar 20, 2019 at 3:52 PM [REDACTED] wrote:

Hi Lt Peirick and Officer Strbjak

Now that we have our Remote Onboarding set for April, 11th at 10 AM EST, I wanted to introduce our PR Coordinator [REDACTED] (cc'd) and send over our press packet of materials so we can begin to coordinate plans for the initial public announcement.

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That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.

Best,
[REDACTED]

[REDACTED]

[REDACTED]

Partner Success Associate

ring

[REDACTED]

[REDACTED]

[REDACTED]

Reducing Crime in Newark NJ: Newark Protect Project

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

PRESS RELEASE

Munster Police Department
1001 Ridge Road
Munster, IN 46321

FOR MORE INFORMATION CONTACT:
Munster Police Department
(219) 836-6650

FOR IMMEDIATE RELEASE

Ring & Munster Police Department Partnership

Munster, Indiana, April 9, 2019

The Munster Police Department is joining the free Neighbors app by Ring to provide the Town of Munster residents with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can text 'StaySafe' to 555888 from their smartphone to download the Neighbors app for free on iOS and Android. The app can be used to join their neighborhood, share crime and safety-related videos, photos and text-based posts and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

The partnership between Ring and the Munster Police Department will allow the department to send real-time alerts to the community about local crime in specific areas. Officers can also send out safety alerts to the community. The Munster Police Department can request information about local crime and safety issues from community members who can choose to OPT-IN to sharing for a specific request.

The Neighbors app is not meant to replace 9-1-1. Residents are urged to call 9-1-1 if they witness a crime or suspicious activity. Tips that are shared through the Neighbors app are anonymous, unless residents choose to share their contact information.

The department would also like to inform residents that they do not have to have a Ring device or any other type of security system to download and use the Neighbors app. Residents can download the free Neighbors app so that they don't miss any crime alerts or safety updates.

The Munster Police Department would also like to ensure residents that no user data, or even the existence of a camera at a specific location, is shared without prior consent of the device owner. Law enforcement can only see posts that users share publicly, they do not have access to users' devices, video or data. Residents should know that all videos, images, and text can be uploaded and posted to Neighbors. Videos from all cameras not just Ring cameras can be uploaded. The Neighbors app will allow residents to be part of the digital neighborhood watch through their smartphone.

John Peirick

From: [REDACTED]
Sent: Tuesday, April 09, 2019 7:41 PM
To: [REDACTED]
Cc: John Peirick; Media; [REDACTED]
Subject: Re: PR Intro + Materials - Munster PD (IN) Joins Neighbors
Attachments: DRAFT RELEASE Munster PD (IN) Ring Edits.doc

Hi Lt. Peirick,

Draft release attached with a few minor edits on our end shown in tracked changes.

Pending those are ok by you, just let us know when you plan to distribute the final and we're good to go!

Best,

[REDACTED]

--

[REDACTED] PR Coordinator

ring

[REDACTED]

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Tue, Apr 9, 2019 at 1:05 PM [REDACTED] wrote:

Thank's Lt Peirick, CC'ing Rings PR team to review and approve!

[REDACTED]

Partner Success Associate

[REDACTED]

ring



Download the Neighbors App.
Join the new neighborhood watch.

On Tue, Apr 9, 2019 at 3:23 PM John Peirick <jpeirick@munster.org> wrote:



This is our draft.

Lt. John Peirick

Investigations Division Commander

Munster Police Department

1001 Ridge Road

Munster, IN 46321

219-836-6656 Desk

219-836-8134 Fax

From: [REDACTED]
Sent: Thursday, April 04, 2019 12:10 PM
To: John Peirick <jpeirick@munster.org>; Ed Strbjak <estrbjak@munster.org>; [REDACTED]
Subject: Re: PR Intro + Materials - Munster PD (IN) Joins Neighbors

Hi Lt Peirick and Officer Strbjak,

Have you had the chance to review the PR packet I provided the other week and work on a draft at all? Ring will want to provide final approval before this is ever released to the public.

Thanks!

[REDACTED]

Partner Success Associate
[REDACTED]

ring



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On Wed, Mar 20, 2019 at 3:52 PM [REDACTED] wrote:

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That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.

Best,

[REDACTED]

[REDACTED]

Partner Success Associate

ring

[REDACTED]

[REDACTED]

[REDACTED]

Reducing Crime in Newark NJ: Newark Protect Project

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

[REDACTED]
PR Coordinator
[REDACTED]

ring



www.ring.com



Download the Neighbors App.
Join the new neighborhood watch.

Munster Police Department
1001 Ridge Road
Munster, IN 46321

FOR MORE INFORMATION CONTACT:
Munster Police Department
(219) 836-6650

FOR IMMEDIATE RELEASE

Joins 'Neighbors' by Ring to Provide Users with Real-Time, Local Crime and Safety Information
Neighbors aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.

Munster, Indiana - April 9, 2019 - The Munster Police Department is joining the free Neighbors app by Ring to provide the Town of Munster residents with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can text 'StaySafe' to 555888 from their smartphone to download the Neighbors app for free on iOS and Android. The app can be used to join their neighborhood, share crime and safety-related videos, photos and text-based posts and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

"The partnership between Ring and the Munster Police Department will allow the department to send real-time alerts to the community about local crime in specific areas," said Police Chief Steve Scheckel. "Officers can also send out safety alerts to the community. The Munster Police Department can request information about local crime and safety issues from community members who can choose to OPT-IN to sharing for a specific request."

Formatted: Font: (Default) Arial, 10 pt, Not Bold

The Neighbors app is not meant to replace 9-1-1. Residents are urged to call 9-1-1 if they witness a crime or suspicious activity. Tips that are shared through the Neighbors app are anonymous, unless residents choose to share their contact information.

The department would also like to inform residents that they do not have to have a Ring device or any other type of security system to download and use the Neighbors app. Residents can download the free Neighbors app so that they don't miss any crime alerts or safety updates.

The Munster Police Department would also like to ensure residents that no user data, or even the existence of a camera at a specific location, is shared without prior consent of the device owner. Law enforcement can only see posts that users share publicly, they do not have access to users' devices, video or data. Residents should know that all videos, images, and text can be uploaded and posted to Neighbors. Videos from all cameras not just Ring cameras can be uploaded. The Neighbors app will allow residents to be part of the digital neighborhood watch through their smartphone.

John Peirick

From:

Sent:

Thursday, April 11, 2019 1:04 PM

To:

Subject:

Ring<>Munster PD Partnership!

Good Afternoon Munster PD Team,

Thank you for those who joined the training session of Neighbors Portal by Ring! As mentioned, you will receive an email invitation to set up your account by end of day.

Below is a guide to get started which includes directions on creating your account, key takeaways of the Portal, the Neighbors link and promo code for special law enforcement offers.

Creating an Account

**Please access the Neighbors Portal using Firefox or Chrome. Internet Explorer is not compatible.*

1. Check your inbox for an email from Ring Team
2. Click the **Join Portal** button
3. Follow the prompts to create your account
4. Bookmark <https://nw.ring.com/> for quick, easy access to Neighbors Portal

Key Takeaways - Neighbors Feed

1. **Engage on Portal.** The more your community sees your involvement, the more effective Portal features become when interacting with them.
 - A)Comment on every Neighbor Post. - Neighbors will see your title, last name, and Department Name when you comment.
 - **Example (Ring Team [REDACTED] - Munster Police Department)**

Neighbor 12 2 hours ago

Sure. Will do. Thanks

□ Reply

Neighbor 12 2 hours ago

I just shared. Let me know if it did. Thanks

□ Reply

— Hide Replies

Officer McGinnis - Tampa Police Department 2 hours ago

Got it, thanks again!

👍0 □ Reply

Neighbor 12 an hour ago

@Officer McGinnis - Tampa Police Department - I have some more videos from the same incident captured by other cameras. Can I email it to you. Thanks

👍0 □ Reply

Officer McGinnis - Tampa Police Department 25 minutes ago

I will gladly accept them. You can email them to: tpd-rtcc@tampagov.net if they are not RING videos, otherwise you can send them via the email I sent earlier.

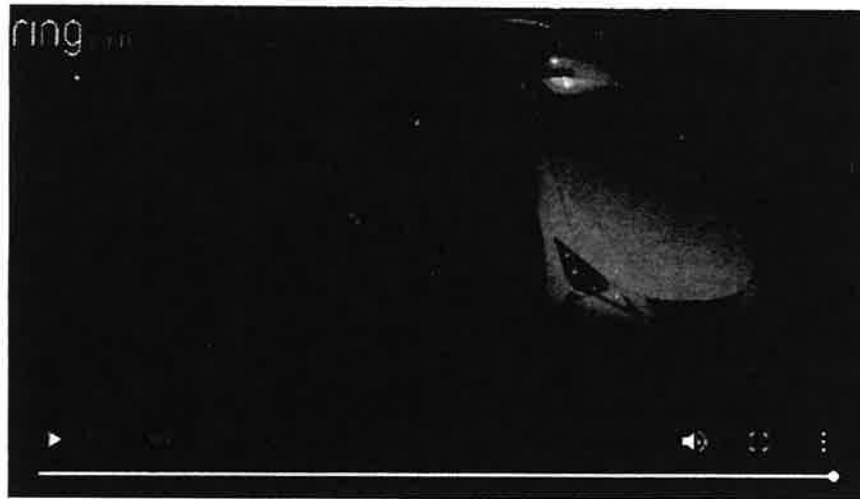
👍0 □ Reply

Neighbor 12 16 minutes ago

Ok. It is a mp4 file about 34mb. Thanks

□ Reply

- B) Law Enforcement Post - Neighbors will see the Name of the Department
- I highly recommend posting 1x a week. These alerts are localized and not jurisdiction wide. They will go out to Neighbors in a text message style in real time.
- **Example (Munster PD)**



Auto Burglaries to unlocked vehicles

The Tampa Police Department is currently investigating overnight entries to unlocked vehicles in your area. If anyone has any information in regards to these incidents which occurred on 3/18/2019 between midnight and 6:00am, please contact TPD District 2 at (813) 931-6500 and reference report #19-130394. We understand life happens and as always, we encourage all residents to remember to lock your vehicles at night and make sure nothing of value is left inside.

9 comments

6

Comment

Share

Showing All Comments

Hide Comments

Neighbor 18 2 hours ago

Maybe we should put double sided tape on our door handles at night so we can ID these jerks!

Reply

Neighbor 12 2 hours ago

Check out this video I captured on my Ring device. <https://ring.com/share/6669615363473213551>

Reply

Hide Replies

Officer McGinnis - Tampa Police Department 2 hours ago

Thank you for sharing. If you don't mind, could you check your e-mail in reference to releasing this video to the Tampa Police Department? It will greatly assist us in potential prosecution.

10

Reply

Here are some examples that should be posted.

- Ex. BOLOS, PSAs, 9 pm Routine, Success Stories, Missing Person, Safety Tips, Ongoing Investigations and when sending out a Video Request, ETC.
- If looking for information please make sure to add in a contact number or email so that neighbors can reach out at an easier process.

2. **Join an Alert Zone.** Let us deliver the most important crime related posts directly to your inbox. Joining an Alert Zone is easy:

1. Sign in → click on the blue profile icon in the upper right corner → **My Profile**
2. Click **Select Alert Zone**

3. Choose an **Alert Zone**

3. **Anyone Can Use Neighbors (Civilian Side).** Neighbors is a free app that anyone can download and use. Portal(LE Side) grows in value with each resident that downloads the Neighbors App.

*For Ring's law enforcement guidelines, please click [here](#).

4. **Community Partner Programs.** Ring Offers a variety of programs to meet the specific needs of local governments, HOAs, Community Groups, and events. Click on the link below to learn more.

<https://communityprograms.ring.com/>

Special Offers for Law Enforcement

1. Download the FREE Neighbors App by texting **staysafe** to **555888** or by visiting <https://download.ring.com/neighbors>

2. Get **\$50 off** of eligible Ring Video Doorbells, Security Cams, and our Ring Alarm when you shop at Ring.com. Use discount code:

[REDACTED] and be sure to check out using your department email address [REDACTED]

Discount does not apply towards accessories and/or already discounted devices, including but not limited to Ring Video Doorbell Classic

Lastly for those that joined the onboarding and if you have a free moment, please click [here](#) to take a quick 2 minute survey on training. If you have any questions or need support at all, feel free to contact me any time at [REDACTED]. It was a pleasure meeting your team and I hope to connect again soon!

Best,

[REDACTED]

[REDACTED]

Partner Success Associate

[REDACTED]

ring

[REDACTED]



[Download the Neighbors App.](#)
Join the new neighborhood watch.